



No Member Left Behind: A Guide to Membership Renewals

Do some members silently fall through the cracks during membership renewals? Does your club get feedback to help it improve?

Too often, membership-renewal activities consist only of sending emails and reminders to members. Members that don't renew quietly disappear and the club doesn't fully understand their situation. There's a better way. This short guide shares how to strengthen the focus on members through the membership-renewal process.

Why Is This Important? – On average, each club loses 20% of its members each renewals round. By improving renewals, each member and your club benefit. Plus, your club receives priceless feedback.

Adding the Personal Touch – Membership renewals should be more than sending emails to all members, requesting payment by a deadline. Although well-intentioned and efficient, from a member's perspective, that approach can be impersonal. Let's add the personal touch of individual communication.

Membership renewals is a time for dialogue between club leaders and members to understand and improve their experience. Each member has specific needs, and individual communication will best uncover those.

A Simple Process – Below is a simple process for officers during each membership-renewals round:

1. Contact each member individually. First focus on members who might not be fully engaged.
2. Ask the member about his/her experience in the club:
 - a. Is the member receiving value, enjoying the club, and developing skills?
 - b. Is anything getting in the way or not working well?
 - c. Are there suggestions for improvement?
3. Capture the feedback above to review and address with the club's leadership team.
4. Thank the member for the feedback and commit to address it with club leaders.
5. Invite the member to renew and continue with the club.

Summary – With personal communication and a request for feedback, membership renewals can retain more members, better satisfy needs, and help the club improve. Further, it's how we want to be treated as members.

To keep your club in good standing with Toastmasters International, please submit payment for at least 8 members by April 1st and October 1st. If your club won't reach 8 members, don't worry. Contact your district officers to assist your club and continue serving members.

Call on your district officers if you have any questions. Our mission is to help your club fulfill its mission.

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